

**CITY OF SUNNYVALE  
REPORT  
Planning Commission**

**November 24, 2003**

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**SUBJECT:**       **2003-0508- Yvonne E. Jacobson** [Applicant/Owner]:  
Application for related proposals on a 3.71-acre site located  
at **707 South Mathilda Avenue, 711 South Mathilda  
Avenue and 0 South Mathilda Avenue** in a C-2/PD  
(Highway Business/Planned Development) Zoning District.  
(APN's: 201-22-009, 201-22-010, 201-22-012, 201-35-005);

Resolution       A General Plan Amendment for a portion of the site from  
Commercial General Business to Residential;

Resolution       An amendment of a portion of Opportunity Area Three of the  
Precise Plan for El Camino Real from office/commercial to  
residential and commercial;

Introduction of an Ordinance   Rezone from C-2/PD (Highway Business/Planned  
Development) to C-2/ECR (Highway Business/El Camino  
Real Precise Plan).

**REPORT IN BRIEF**

**Existing Site Conditions**       A gas station, a single-family house and an orchard.

**Surrounding Land Uses**

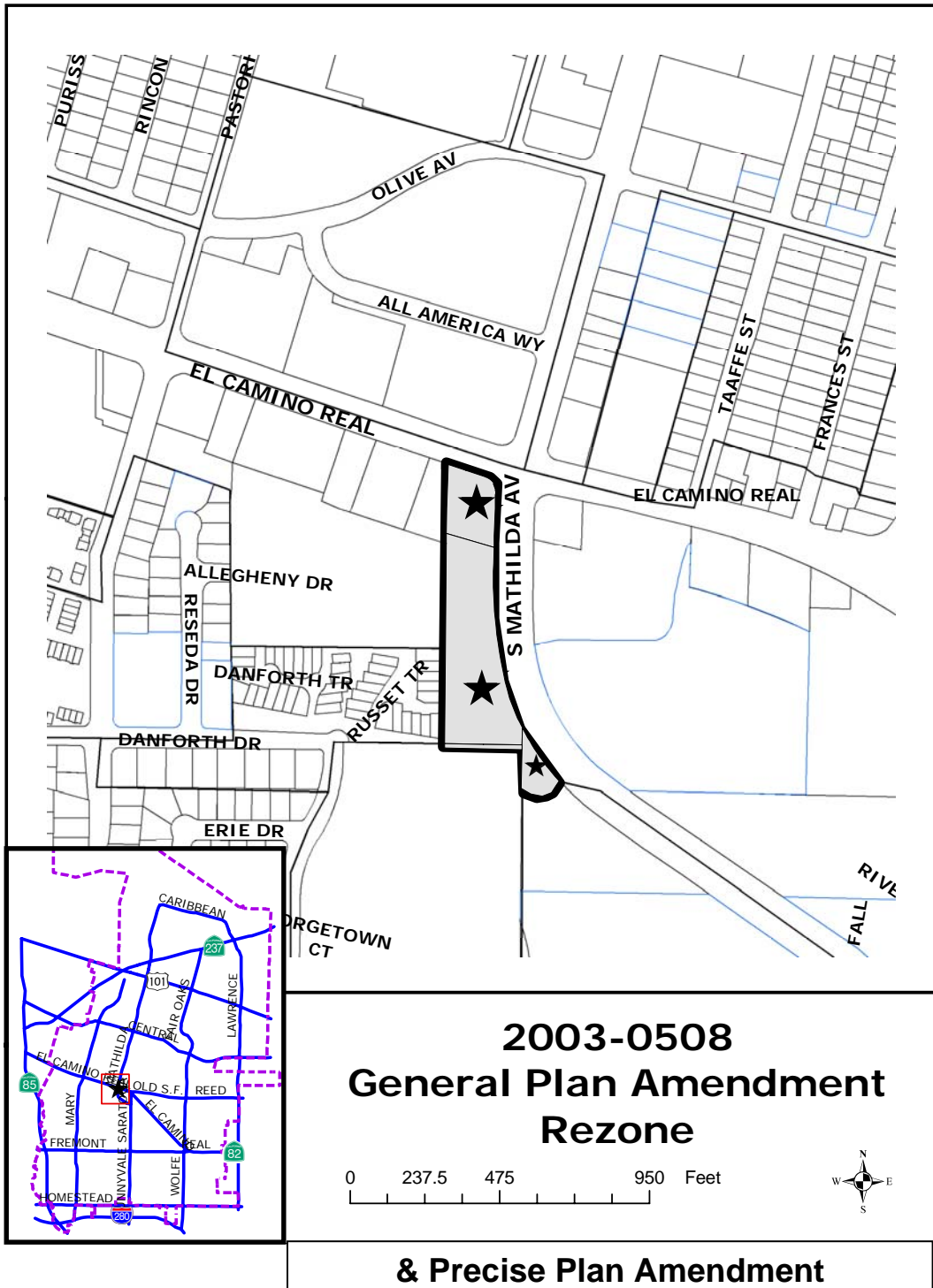
North	Located across West El Camino Real: County Courthouse and City Hall campus (Public Facility)
South	Las Palmas Park and the Sunnyvale Municipal Tennis Center (Public Facility).
East	Located across South Mathilda Avenue; commercial shopping center (Cherry Orchard) (C-2/PD).
West	Auto Dealership and Commercial General Business (C-2/PD) and Medium Density (R-3/PD) multi-family residential developments.

**Issues**                       Appropriate Land Use

**Environmental Status**       A Negative Declaration has been prepared in  
compliance with California Environmental Quality  
Act provisions and City Guidelines.

**Staff**

**Recommendation**   Approve with Modifications



**PROJECT DATA TABLE**

	<b><u>EXISTING</u></b>	<b><u>PROPOSED</u></b>	<b><u>REQUIRED/ PERMITTED</u></b>
<b>General Plan</b>	CGB Commercial General Business	60% of the southern portion of site RMED  Residential Medium Density	With Council Approval of GPA
<b>El Camino Real Precise Plan</b>	Opportunity Area 3  Primary Use: Class A Office	Opportunity Area 3  Primary Use: Commercial & Retail	With Council Approval of Precise Plan
<b>Zoning District</b>	APN's: 201-22-009, 010, & 012 C2/PD APN: 201-35-005 PF	C2/ECR	With Council Approval of RZ
<b>Lot Size (s.f.)</b>	Subject Site (four separate Parcels)= 161,737 s.f.  3.71 acres	Same	None
<b>No. of Buildings On-Site</b>	3  (gas station, single family house, detached garage)	Same	---

## **ANALYSIS**

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### **Background**

The 3.71 acre project site is located at the southwest corner of the intersection of South Mathilda Avenue and El Camino Real. Of the 3.71 acres, 2.36 acres are currently in unincorporated Santa Clara County and has a City of Sunnyvale General Plan designation of Commercial General Business (CGB). The remaining 1.35 acres are located within the incorporated boundaries of the City of Sunnyvale and also have a CGB General Plan designation.

In October, 1993 the City Council adopted the Precise Plan for El Camino Real. The Precise Plan identifies the entire project site Opportunity Area 3, as well as three of the properties located to the west which include an auto specialty store, a lighting store and an auto sales business. At the time of adoption the City Council adopted the preferred use as Class A Office.

On June 25, 2003 the City received a letter from the property owner applicant, Yvonne E. Jacobson (See Attachment 3), requesting consideration of a General Plan Amendment Study (GPA) to allow a Land Use designation change from Commercial General Business to Medium Density Residential (14-27 dwelling units per acre). On August 12, 2003, the City Council initiated a General Plan Amendment Study and Precise Plan for El Camino Real Amendment Study for a comprehensive review of a range of land uses for the subject site.

### **Site History**

- Prior to 1914 the site may have been used as grazing land or supported wheat crops.
- Between 1914 and 1920 the fruit tree orchard was first planted.
- In the 1950's the single-family house was originally constructed at the corner parcel and the site remained used for agricultural purposes, (cherry tree orchard). The house was moved to its present location in 1963 or 1964.
- In 1971, the northern corner parcel was developed as a gas station and the southern parcels remained for agricultural purposes and single family home use.
- On October 12, 1993 the Precise Plan for El Camino Real was approved by Resolution, locating the site within Opportunity Area 3 of the Plan and designating "Class A Office" as the primary desirable use.
- Between 1992 and 1996 groundwater extraction was conducted on the site. In June 1997 a Corrective Action Plan for the gas station site

outlined the groundwater cleanup objectives. On June 18, 2001 the gas station site received closure for the groundwater clean-up requirements.

- On June 25, 2003 the applicant submitted a request to consider a General Plan Amendment Study to consider an amendment to the General Plan for 60% of the southern portion of the site from Commercial General Business to Medium Density Residential.
- On August 12, 2003 the City Council initiated a General Plan Amendment Study and Precise Plan for El Camino Real Amendment Study for a comprehensive review of a range of land uses for the site.

### **Description of Proposed Project**

This report compares and discusses alternative land uses for the site located at the corner of El Camino Real and Mathilda Avenue given the surrounding uses and environment. This site is located at a regionally significant intersection and is a gateway to the downtown. The report discusses the site's opportunities and constraints for land use and, finally, discusses different land use options for the site:

1. General Plan Designation
2. Opportunity Area 3 of the Precise Plan for El Camino Real
3. Rezoning of Site to C-2/ECR

This application does not include a development project proposal. This application is to determine the appropriate land use designation only.

### **Environmental Review**

A Negative Declaration has been prepared in compliance with the California Environmental Quality Act provisions and City Guidelines. An initial study has determined that the proposed project would not create any significant environmental impacts (See Attachment 2, Initial Study).

Staff has reviewed environmental studies for this site including a soils assessment, a trip generation and site access study and a noise study and determined that the project (modification to the General Plan, Precise Plan and Rezoning) would not create any significant environmental impacts. However this conclusion does not preclude the possibility of further environmental review for future specific development applications.

**Site Location & Significance of Site**

The site is situated at the southwest corner of the regionally significant intersection of El Camino Real and Mathilda Avenue. This intersection is considered the center of the city and one of the gateways to downtown.

The subject 3.71-acre site is made up of four separate parcels. Three of the parcels are zoned (or pre-zoned) C-2/PD and are currently occupied by a gas station, a single-family house and an orchard. The fourth parcel is located within a PG&E easement beneath the existing high-voltage transmission lines and is pre-zoned Public Facility (PF). Two large support towers are located within the southeast corner of this parcel. Not including the easements on the site there are approximately 3.6 acres available for development

*Historical Significance of Site*

This site has been in ownership by one family for about 90 years. It was originally a part of a larger agricultural site. In the 1950's a single-family house was constructed at the corner parcel and the site remained used for agricultural purposes; a cherry tree orchard. The house was moved to its present location, the southern portion of the site in 1963 or 1964. In 1971, the northern corner parcel was developed as a gas station and the southern parcels have remained a cherry orchard and single family home. Throughout the past twelve years the property owners with staff have discussed a number of different types of uses for the site including hotel, commercial retail, senior housing, office and residential.

*Annexation & Williamson Act*

The cherry orchard and single-family house parcels, 2.36 acres of the 3.71 acre of the site, are currently in unincorporated Santa Clara County and under a Williamson Act contract. The Williamson Act contract is an agreement between a property owner and the local jurisdiction, in this case the County. The property owner agrees to maintain the property in agricultural use in exchange for property tax benefits (the property is assessed at a lower rate). Prior to future development of the site the applicant would need to cancel the Williamson Act contract and annex the property to the City.

The General Plan Land Use designation on the site may be changed whether or not the site is annexed to the City. If the site is not annexed, the General Plan designation serves as a preliminary designation providing some guidance as to how the site would likely be designated when the property does annex. This is exactly the role that the current Commercial General Business General Plan designation now serves. In order for the City of Sunnyvale General Plan goals and policies to apply to the project site, the City must assume jurisdiction over the property through annexation.

*Opportunity Area 3- Precise Plan for El Camino Real*

In 1993 City Council adopted the Precise Plan for El Camino Real designating this site as a portion of Opportunity Area 3. Opportunity Area 3 also includes three adjacent parcels located along El Camino Real. The primary uses identified for Opportunity Area 3 suggest that all properties be merged for development of Class A office uses.

**Site Opportunities and Constraints**

The site has a combination of both opportunities and constraints due to site location, site size, surrounding uses and adjacent roadways systems. Based on the type of constraints any type of development will be difficult to develop. The following tables summarize the site opportunity and constraints:

<b>SITE OPPORTUNITIES</b>	
<p><b><i>Associated with Site Location</i></b></p> <ul style="list-style-type: none"> <li>• Regionally Significant Intersection</li> <li>• Gateway to Downtown</li> <li>• Corner Location at El Camino Real</li> <li>• Significant Frontage along Mathilda</li> </ul> <p><b><i>Associated with Surrounding Uses</i></b></p> <ul style="list-style-type: none"> <li>• Proximity to public library and Las Palmas Park</li> <li>• Proximity to Downtown: a little over a ¼ mile</li> <li>• Proximity from nearest bus stop: one city block</li> <li>• Proximity to regional commercial services</li> </ul>	<p><b><i>Associated with Precise Plan for El Camino</i></b></p> <ul style="list-style-type: none"> <li>• A part of Opportunity Area 3- increased FAR incentives for merged properties.</li> <li>• Located adjacent to significantly sized parcels (Sunnyvale Chevrolet site) controlled by single property owner.</li> </ul>

<b>SITE CONSTRAINTS</b>	
<p><b><i>Associated with Site Size and Shape</i></b></p> <ul style="list-style-type: none"> <li>• Site is long and narrow in width</li> <li>• The site has a shallow depth which ranges from 150 to 200 feet</li> <li>• Shallowness limits depth of setbacks on Mathilda frontage</li> <li>• Shallowness of lot limits options for building, landscaping and parking placement</li> <li>• Mathilda Avenue curves toward the east creating an asymmetrical parcel frontage</li> <li>• Southern PG&amp;E easement and towers</li> </ul> <p><b><i>Associated with Site Location</i></b></p> <ul style="list-style-type: none"> <li>• There has been a single family home on the site for over 50 years, providing a presumably comfortable living environment. The current context with the surrounding orchard undoubtedly contributes to a desirable setting for the home. Redevelopment of the site would greatly alter this context. The amount of traffic and noise have increased significantly in 50 years contributing to a much less desirable location for single family housing.</li> </ul>	<p><b><i>Associated with Roadway System</i></b></p> <ul style="list-style-type: none"> <li>• Adjacent to high volume speed and traffic from ECR and Mathilda</li> <li>• Driveways need to be minimized and shared to limit the number of exits and entrances from ECR and Mathilda</li> <li>• Noise generated by major roadways</li> </ul> <p><b><i>Associated with Precise Plan for El Camino</i></b></p> <ul style="list-style-type: none"> <li>• Adjacent property owners are not currently interested in developing their sites.</li> </ul> <p><b><i>Associated with Community</i></b></p> <ul style="list-style-type: none"> <li>• Some community members have expressed unhappiness over the potential loss of this historical orchard setting. Current plans for the site contemplate development, which entails removal of this orchard. No city funds are available to acquire the property for a permanent orchard. In order to preserve some of the city's agriculture history the city has two orchards: OPHIE at the Community Center and the three-acre site immediately to the south of the subject property.</li> </ul>

### **Surrounding Uses**

The site is situated at the southwest corner of a regionally significant intersection. The County Courthouse and City Hall Campus are located to the north across West El Camino Real (Public Facility). The site located across South Mathilda Avenue, east of the project site is the Cherry Orchard commercial shopping center (C-2/PD) and four story Cherry Orchard Apartments (R-3/PD) (setback 90 feet from Mathilda Avenue) built in the year 2000. Las Palmas Park and the Sunnyvale Municipal Tennis Center and associated parking lot (Public Facility) are located to the south of the site. Uses to the west of the site include individual retail service stores along El Camino. Directly behind the proposed site is the Sunnyvale Chevrolet dealership site (C2/PD). Additionally, two-story townhomes (R2/PD) are located southwest of the site. (See Attachment 4: General Land Use Map)



**GENERAL PLAN AMENDMENT**

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**Objective:** To determine the appropriate land use for the project site.

Analysis of any amendment to a land use designation will commonly focus on compatibility with surrounding uses and the ability of the surrounding infrastructure to serve the site. With the proposed project an initial study has determined that the site is adequately served by streets, sewer, water and so forth for each of the proposed land use options (described below). Access, internal circulation, building orientation for privacy and noise attenuation, etc. will need to be directly addressed at the development permit phase. The appropriateness of any land use designation for this site should focus on what impacts such use/development may have on the general community, city image and overall land use balance as well as the impact to the specific user of the site (office worker, homeowner, renter or customer). The adoption of a given land use designation will not, in itself, determine exactly what kind of project will be built there but will provide broad policy direction on appropriate land use.

On August 12, 2003 the City Council initiated a General Plan Amendment Study and Precise Plan for El Camino Real Amendment Study for a comprehensive review of a range of land uses for the site including the General Plan Amendment proposed by the applicant. Staff has developed five different General Plan Designation options for this site. Fundamentally there are four different land use options for this site:

- *Office*
- *Residential*
- *Commercial/Retail or*
- *Mixed Use (any combination of above)*

**General Plan Designation Options:**

Of the 23 Sub-elements of the General Plan there are three sub-elements which directly relate to the proposed project site. These are the Land Use and Transportation Element, Housing and Community Revitalization and Noise Sub-elements. The following summarizes the relationship between the different land use designations and from specific goals, policies and actions statements from the Sub-elements. A list of relevant policies, goals and action statements can be found in Attachment 12 for each land use designation. (See Attachment 12, Relevant Sub-element Policies, Goals and Action Statements for Land Use Designation Options). The following examines five different options for land use designations for the site, including the existing designation and describes how each option is consistent or inconsistent with General Plan Policies.

**Option 1****Existing General Plan Designation****100% Commercial General Business**

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The entire site currently has a General Plan Land Use designation of Commercial General Business. This designation permits commercial uses that need exposure to high volumes of traffic or access to transit corridors. Most of the land in Sunnyvale that is designated for General Business is located along both sides of El Camino Real. Restaurants, stores motels, entertainment, auto dealerships, and auto sales are typical examples of uses along the El Camino Real corridor. (See Attachment 6: Map of Option 1: Existing General Plan 100% Commercial General Business)

The Precise Plan for El Camino Real guides development along this corridor. The Plan notes that “The General Plan land use designations of Office and General Business, which is the designation of the rest of El Camino Real, are both under the broad category of ‘commercial land use’ and therefore compatible with each other.” The Precise Plan promotes a land use designation of commercial. This designation allows the entire cross section of primary uses permitted by the Plan, including office and retail commercial. Policy 2.1A3b notes that within the General Business designation. “Residential uses may also be permitted within this use category”. Thus, commercial, residential or office development is possible under this General Plan Land Use Designation.

The current General Plan designation, General Commercial and the Precise Plan for El Camino Real designate this site as a part of Opportunity Area 3 which calls for the primary land use of Class A Office. Class A Office provides a sufficient buffer and protection for adjacent and nearby residential uses while providing a high intensity use at a highly visible intersection and gateway to the Downtown.

The General Commercial land use designation for 100% of the site supports this policy since the project site is adjacent to high volume traffic and a transit accessible corridor. Development of a commercial or office project would likely benefit from this highly traveled location.

**Option 2-4:****Two Distinctive Land Uses****60% Residential & 40% Commercial**

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The project site could be divided into two distinctive land uses by dividing the land into two different parcels; the southern portion of the site as a Residential Land Use Designation (60% of site) and the northern corner portion of the site to remain Commercial General Business Land Use (40% of the site). Option 2,

3 and 4 describe different residential densities which could be applied to the residential land use; low medium, medium, and high. The applicant has requested a consideration of a General Plan Amendment to allow Medium Residential Density on 60% of the project site (southern portion). (See Attachment 7: Map of Option 2,3,4: 60% Residential and 40% Commercial)

**Option 2: 60% Residential Low Medium (7-14 dwelling units per acre)**

<b>Lot Size</b>	<b>Use</b>	<b># of Units</b>	<b>Density</b>	<b>S. F.</b>	<b>Lot Coverage</b>	<b>FAR</b>
97,042 s.f. (2.22 ac)	<b>R2 Low Medium</b>	26-30**	1 unit/ 3,600 sf.	<b>N/A</b>	N/A	N/A
64,694 s.f. (1.48 ac)	<b>Retail/ Commercial Located at Corner Parcel</b>	N/A	N/A	<b>20,000 s.f.</b>	31%	31%

**Option 3: 60% Residential Medium (14-27 dwelling units per acre)**

<b>Lot Size</b>	<b>Use</b>	<b># of Units</b>	<b>Density</b>	<b>S. F.</b>	<b>Lot Coverage</b>	<b>FAR</b>
97,042 s.f. (2.22 ac)	<b>R-3 Medium</b>	<b>53-61**</b>	1 unit/ 1,800 sf.	N/A	N/A	N/A
64,694 s.f. (1.48 ac)	<b>Retail/ Commercial Located at Corner Parcel</b>	N/A	N/A	<b>20,000 s.f.</b>	31%	31%

**Option 4: 60% Residential High (27-45 dwelling units per acre)**

<b>Lot Size</b>	<b>Use</b>	<b># of Units</b>	<b>Density</b>	<b>S. F.</b>	<b>Lot Coverage</b>	<b>FAR</b>
97,042 s.f. (2.22 ac)	<b>R-4 High Density Residential</b>	<b>80-92**</b>	1 unit/ 1,200 s.f.	N/A	N/A	N/A
64,694 s.f. (1.48 ac)	<b>Retail/ Commercial Located at Corner Parcel</b>	N/A	N/A	<b>20,000 s.f.</b>	31%	31%

\*\* includes 15% density bonus

## Assumptions for All Options:

- Two Separate Parcels
- 40% Retail/Commercial (31% lot coverage- 20,000 sq.ft. min)
- 60% Residential

Residential uses are considered to be the most sensitive land use and serve to define the social character of a community. It is important to determine if residential use is appropriate for this site and if so, what density is most appropriate for this site with its unique size, shape and location within the City. Proximity to commercial facilities, government services, the downtown, and recreation areas would serve the residents well. Potential drawbacks to residential use on this site includes proximity to large (noisy) roadways, site isolation due to these roadways and proximity to existing commercial uses. The narrowness and shape of the site also create drawbacks when considering this site for lower density residential.

As described in Attachment 12, there are many goals, policies, and action statements from the Land Use and Transportation Sub-Element which support medium to high density residential uses for this site. Single family or low to low-medium density is not supported for this site location or site configuration. The site is located on a major roadway, the site's narrowness creates constraints for lower density site planning and quality of life for residents. Low density housing typically has private yards for open space, which need to be protected from noise, typically resulting in sound walls. Due to the location at a prominent intersection staff finds the use of walls would not create the desired appearance over attached housing (at medium to high densities). Typically medium to higher density development have aggregated open space that can assist with buffering noise in addition to the exterior noise buffer provided by the buildings. The interior noise levels can be attenuated through construction techniques.

Medium to high residential densities along El Camino Real are supported by many of the General Plan policies and additionally General Plan policies support integrated mixed use development. Integrated mixed-use development creates a transition and buffer between adjacent uses while providing both residential and job producing land uses. Residential and mixed uses are supported by the existing General Plan designation, Commercial General Business, and is in keeping with adjacent land use designations along the El Camino Real corridor. Medium Density Residential for a portion of the site is compatible with surrounding land uses, however, residential uses can also be accomplished with Commercial General Business. By retaining the existing Commercial General Business designation for the site, the designation will allow a broader consideration of the land uses while taking into consideration the vision for El Camino Real per the Precise Plan for El Camino Real. The

Precise Plan could provide more detailed direction of how to accomplish the different uses on site.

### **Option 5: Existing General Plan Designation**

#### **Commercial General Business**

#### **100% Vertically Integrated Mixed Use**

#### **Commercial/Office on Ground Floor with Residential Above**

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This option considers a similar amount of retail and residential uses organized in a vertically integrated manner. As discussed in the previous options Staff finds that residential use at this site can be accommodated. Due to the context of the site and site configuration a vertical integration may address site planning concerns. (See Attachment 8: Map of Option 5: Vertically Integrated Mixed Use)

<b>Lot Size</b>	<b>Use</b>	<b># of Units</b>	<b>Density</b>	<b>S. F.</b>	<b>Lot Coverage</b>	<b>FAR</b>
161,737 s.f. (3.71 acres)	<b>Residential (based on 60%)  Office/Retail (based on 40%)</b>	<b>53-61**</b>	1 unit/ 1,800 sf.	20,000 to 40,000 s.f.	35%	N/A

\*\* includes 15% density bonus

#### **Assumptions:**

- One Parcel
- 35% lot coverage
- 1st Floor Retail/Office
- Residential above

#### **Staff's Comments:**

The subject site is located at a highly visible and accessible location, sometimes referred to as the 100% corner. As the site is at the core of the City of Sunnyvale the future development of this site will, to a significant extent, serve to define the character of the City for the next half century.

The applicant's proposal is for a General Plan Amendment of 60% Residential Medium Density and 40% General Business located on two distinct parcels without shared circulation. Although the applicant describes the proposal as mixed use, staff notes that the separation of commercial and residential on two distinct lots does not qualify as mixed use. The applicant's propose two separate uses located adjacent to each other without connection.

The properties should be developed as one coordinated site with differing uses developed at the same time. Due the narrowness of the site, and the long

frontage off of Mathilda, and location at a busy intersection it is highly desirable to integrate uses and consolidate driveways.

The primary use of the site could be an integrated vertical mixed use, which would provide retail, and or office uses on the first floor along El Camino Real and at a major intersection. Additionally a medium density residential component above the commercial or office component could be provided. The vertically integrated mixed use will create a transition use between the adjacent roadway system and major intersection and the low medium density residential land use located behind the property. Alternatively a development plan that separates the uses horizontally could be acceptable provided open space, shared driveways, frontage treatment etc. are coordinated.

Staff recommends 100% of site to remain with a General Plan Designation of General Commercial, which allows the office, commercial, residential uses and/or mixed use as further defined in the Precise Plan.

### **AMENDMENT TO PRECISE PLAN FOR EL CAMINO REAL OPPORTUNITY AREA 3**

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**Change Under Consideration:** This application considers a modification to primary uses and development criteria for the Precise Plan for El Camino Real Opportunity Area 3a- Jacobson Property (See Attachment 9, Precise Plan for ECR Opportunity Area 3 Map).

**Objective:** The Precise Plan for El Camino Real was adopted in October 1993. As a major commercial corridor through Sunnyvale, El Camino Real provides the visual image of the City experienced by both residents and those who pass through Sunnyvale. Therefore, the quality of architecture and site design, and the appropriateness of certain land uses are of significant interest to the City. A study of El Camino Real was undertaken to determine how best to enhance these elements.

The purposes of the Precise Plan for El Camino Real:

- Advise interested parties about the primary uses and other types of allowed uses on El Camino Real.
- Identify and develop standards for primary and other allowed uses.
- Provide incentives for developing the primary uses along El Camino Real.
- Describe a vision for El Camino Real.

**Discussion:** This site is located in a portion of Opportunity Area 3 of the Precise Plan. Three other parcels located along El Camino Real and adjacent to the site are also included in this Opportunity Area.

*Primary Uses:* The primary uses identified in the Precise Plan for Opportunity Area 3 suggest that all properties be merged for development of Class A office uses. The Precise Plan envisions all four corners of El Camino Real and Mathilda Avenue to be developed as office. There is still currently an opportunity for three corners to be office. (See Attachment 10, 1993 Adopted Precise Plan for ECR, Opportunity Area 3).

Due to the site's prominent corner location staff acknowledges that most uses developed here will be successful. The subject property owner has explored office development but has found that the previous and current economic market do not support office use. Although the short-term market does not support office, the long-term land use of this site and surrounding uses must also be considered. The physical constraints of the site were discussed earlier and at this time there is no short-term interest by adjacent property owners to combine land and redevelop their properties to office or any other use.

As a result of this land use study staff is recommending the following three actions:

- 1. Amending a Portion of 1993 Adopted Precise Plan Opportunity Area 3 to Create Opportunity Area 3a**
- 2. Further Study on Amending All of Opportunity Area 3**
- 3. Further Study on the Expansion of Opportunity Area 3**

Amendments to the Precise Plan should include development criteria for Opportunity Area 3 to assist with addressing the specific site development concerns for this site.

### **Amending A Portion Of 1993 Adopted Precise Plan, Opportunity Area 3 To Create Opportunity Area 3a**

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**Concept:** This first action would include modifying primary uses from class a office to a minimum of 40% commercial/retail/office, up to 60% residential.

**Discussion:** The General Plan's goals, policies and action statements for parcels located along major transit corridors should encourage mixed use and higher density residential. Based on these goals and policies, and site location, staff's preferred alternative includes amending the Precise Plan designation for the Jacobson's properties to allow an integrated mixed use of a minimum of 40% commercial/retail/office and up to 60% medium density residential reflective of the land use to the east. Single family and low-medium density are not considered appropriate development for this site.

To support this action staff has included architectural controls as discussed below that address many of the site's constraints and prominent corner location.

**Properties Affected:** Under staff's preferred alternative the subject site (two parcels owned by the Jacobson's) can be amended at this time. The three other property owners with property located within Opportunity Area 3 should be consulted regarding their sites. In the case that property owners are interested in amending the remaining properties located in Opportunity Area 3, staff recommends that the City Council provide "pre-initiation" for an Amendment to the General Plan and the Precise Plan of El Camino Real Opportunity Area 3.

### **Further Study on Amending All of Opportunity Area 3**

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**Concept:** The second action requires studying the modification of primary uses from Class A office to a range of uses for the remaining parcels located within Area 3.

**Discussion:** If Area 3A is created it is appropriate to reevaluate and possibly amend the remainder of Opportunity Area 3 in order to evaluate possible opportunities of merging properties in this area.

**Properties Affected:** As discussed above, this action would be supported by pre-initiation by Council.

### **Further Study on the Expansion of Opportunity Area 3**

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**Concept:** The third action requires studying the expansion of Opportunity Area 3 to include other properties along El Camino Real within the same city block. Significant properties could include the Sunnyvale Chevrolet properties.

**Discussion:** There are significantly sized properties located adjacent to the existing Opportunity Area 3 that staff recommends be evaluated for inclusion in Opportunity Area 3. Many of the adjacent properties are under utilized and have great potential for development. The property owners of these sites would need to be consulted by staff regarding the possibility of the expansion of Area 3.

**Properties Affected:** If the property owners of these additional parcels express interest in merging with Opportunity Area 3 staff recommends that the City Council provide "pre-initiation" for an Amendment and expansion to the Precise Plan of El Camino Real Opportunity Area 3.



**DEVELOPMENT CRITERIA**

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Opportunity Area 3a is important to the City's visual image and is a gateway to the downtown. Both residential and broad commercial offices uses can occur under the General Plan designation "General Business" The following urban design criteria should be met under any land use scenario.

Site Planning/Landscaping

- Buildings to have a strong street presence to complement development on surrounding corners.
- Residential usable open space sheltered from the street frontage to provide privacy and quality open space.
- Prevent walled-off street presence. Use building mass and construction to provide noise mitigation rather than sound walls along Mathilda Avenue.
- Underground parking is encouraged. The area has limited space and underground parking would provide for more buildable area and open space.
- Decreased front yard setbacks (20-feet) to provide a strong street presence and to address the narrowness of the site.

Architecture

- Incorporate enhanced architecture with very high quality building materials.
- Quality designed commercial architecture and building forms avoiding "strip-commercial" appearance at corner or throughout site.
- Visually integrate architecture and site design with adjacent Cherry Orchard development site to the east.

Mathilda/El Camino Corner

- Incorporate significant building or landscape features at corner.
- Provide Art in Private Development at significant corner per Municipal Code requirements.

Circulation

- Limit vehicle ingress/egress to major arterial roads with integrated internal and external circulation for safety and positive circulation.

Residential Development Standards

- Develop per R-3 zoning requirements.
- Provide a minimum density of 20 dwelling units per acre.

**REZONING**

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**Change Under Consideration:** Rezone the site from C-2/PD (Highway Commercial/Planned Development) to C-2/ECR (Highway Commercial/El Camino Real Precise Plan).

**Objective:** The ECR El Camino Real precise plan district which may be combined with properties located along El Camino Real within any of the zoning district. The purpose of the ECR combining district is to implement the vision described in the Precise Plan for El Camino Real which calls for modifications, additions and limitations to zoning district regulations to implement the plan for and respond to the special conditions present along El Camino Real. The addition of the ECR combining district to any zoning district does not operate to reduce or eliminate any requirements established by the basic district regulations with which the combining district is added unless stated in the precise plan for El Camino Real.

**Discussion:** Staff recommends rezoning the site to C-2/ECR (Highway Commercial/El Camino Real Precise Plan providing zoning consistency with the other parcels located within the El Camino Real Precise Plan. If the General Plan Designation is amended to residential the property owner should submit a rezone application for a residential zoning district.

**Compliance with Development Standards**

Future development applications will have to be reviewed for compliance with development standards. As indicated in the applicant's conceptual plans this site might warrant the use of reduced setbacks. As previously described staff has provided some recommended development standards for this site.

**Expected Impact on the Surroundings**

This site is located at a significant corner and gateway to the City's downtown. The project site is located at the core of the City of Sunnyvale, and the future development of this site will, to a significant extent, serve to define the character of the City for the next half century.

**General Plan Goals**

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Staff is not recommending approval of the applicant's General Plan Amendment request to change the designation to Medium Density Residential. Staff is recommending that the General Plan designation remain Commercial General Business, because this designation will provide opportunity for a range of land uses including residential. General Plan Goals supporting this action are located in Attachment 1.

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**Fiscal Impact**

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An increase in sales tax revenue is expected from commercial development that would occur as a result of the changes to the Precise Plan. The City will also benefit from property tax increases based on the increase in value of the land when development of either commercial or residential uses. If residential development occurs the project will pay park in lieu fees. Tax revenues will offset the cost of municipal services provided to the site.

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**Public Contact**

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Notice of Negative Declaration and Public Hearing	Staff Report	Agenda
<ul style="list-style-type: none"><li>• Published in the <i>Sun</i> newspaper</li><li>• Posted on the site</li><li>• Mailed to the property owners and tenants within 300 ft. of the project site</li></ul>	<ul style="list-style-type: none"><li>• Posted on the City of Sunnyvale's Website</li><li>• Provided at the Reference Section of the City of Sunnyvale's Public Library</li></ul>	<ul style="list-style-type: none"><li>• Posted on the City's official notice bulletin board</li><li>• City of Sunnyvale's Website</li><li>• Recorded for SunDial</li></ul>

The applicant has informed staff that a neighborhood meeting has held to inform the homeowners association for the townhome development adjacent to the Jacobson property about the proposal. Staff did not attend the meeting. Staff has received four inquires concerning the project, primarily gathering information regarding the specific application.

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**Alternatives**

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1. **Applicant Request:** Adopt the Negative Declaration and introduce a Resolution to change the General Plan Designation for 2.22 acres of the site from Commercial General Business to Medium Density Residential; introduce a Resolution to remove 2.22 acres from the El Camino Precise Plan Opportunity Area 3; and introduce an Ordinance to Rezone from C2/PD to C2/ECR.
2. **Staff Recommendation:** Adopt the Negative Declaration and do not change the sites Commercial General Business General Plan Designation; introduce a Resolution to modify primary uses of the El Camino Precise Plan Opportunity Area 3a from Class A Office to a Minimum of 40% Commercial/Retail/Office, Up to 60% Residential; and introduce an Ordinance to Rezone from C2/PD to C2/ECR. Also, direct staff to contact the three remaining property owners owner located in Opportunity Area 3 of the Precise Plan for El Camino Real and adjacent property owners to study if all of Opportunity Area 3 should be modified and the area to be expanded.

3. Do not adopt the Negative Declaration and direct staff as to where additional environmental analysis is required.
4. Deny changes to Opportunity Area 3 of the Precise Plan for El Camino Real.

## **Recommendation**

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Alternative 2.

Prepared by:

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Erin Megan Walters  
Project Planner

Reviewed by:

---

Gerri Caruso  
Principal Planner

Reviewed by:

---

Trudi Ryan  
Planning Officer

### Attachments:

1. Findings
2. Negative Declaration
3. Letter of Request from Property Owner & Conceptual Development Plan
4. General Plan Land Use Designation Map
5. Zoning Map
6. Map of Option 1: Existing General Plan
7. Map of Options 2,3,4: 40% Commerical/60% Residential
8. Map of Option 5: Mixed Use
9. Precise Plan for El Camino Real Opportunity Area 3 Map
10. 1993 Adopted Opportunity Area 3
11. Opportunity Area 3a: Jacobson Property
12. Relevant Policies, Goals and Action Statements for Land Use Designation Options

## **FINDINGS – GENERAL PLAN AMENDMENT**

To approve a general plan amendment it must be determined the request is in the public's interest. The amendment must also be consistent with the other components of the general plan. As shown in the above general plan goals and policies section, there are policies that could support a medium density type of residential product. However, staff finds that the existing Commercial General Business is an appropriate designation for the site. The site provides a transition of density between existing land uses and a major roadway system, provides for a range of possible uses including commercial, office and residential opportunities for the city, and is located next to high levels of road accessibility and transit usage, which would warrant medium density development.

PLANNING DIVISION  
CITY OF SUNNYVALE  
P.O. BOX 3707

File Number: 2003-0508  
No. 03-25

SUNNYVALE, CALIFORNIA 94088-3707

**NOTICE OF INTENT TO ADOPT  
NEGATIVE DECLARATION**

---

This form is provided as a notification of an intent to adopt a Negative Declaration which has been prepared in compliance with the provisions of the California Environmental Quality Act of 1970, as amended, and Resolution #193-86.

**PROJECT TITLE:**

Application for a General Plan Amendment, an amendment of a portion of Opportunity Area Three of the Precise Plan for El Camino Real and a Rezone.

**PROJECT DESCRIPTION AND LOCATION (APN):**

**2003-0508- Yvonne E. Jacobson** [Applicant/Owner]: Application for related proposals on a 3.71-acre site. The properties are located at **707 South Mathilda Avenue, 711 South Mathilda Avenue and 0 South Mathilda Avenue** in a C-2/PD (Highway Business/Planned Development) Zoning District. (APN's: 201-22-009, 201-22-010, 201-22-012, 201-35-005)

- **General Plan Amendment** for a portion of the site from Commercial General Business to Residential;
- **An amendment of a portion of Opportunity Area Three of the Precise Plan for El Camino Real** from office/commercial to residential and commercial;
- **Rezone** from C-2/PD (Highway Business/Planned Development) to C-2/ECR (Highway Business/El Camino Real Precise Plan).

**WHERE TO VIEW THIS DOCUMENT:**

The **Negative Declaration**, its supporting documentation and details relating to the project are on file and available for review and comment in the Office of the Secretary of the Planning Commission, City Hall, 456 West Olive Avenue, Sunnyvale.

This **Negative Declaration** may be protested in writing by any person prior to 5:00 p.m. on **Tuesday, November 18, 2003**. Such protest shall be filed in the Department of Community Development, 456 W. Olive Avenue, Sunnyvale and shall include a written statement specifying anticipated environmental effects which may be significant. A protest of a **Negative Declaration** will be considered by the adopting authority, whose action on the protest may be appealed.

**HEARING INFORMATION:**

A public hearing on the project is scheduled for:

**Monday, November 24, 2003 at 8:00 p.m.** by the Planning Commission in the Council Chambers, City Hall, 456 West Olive Avenue, Sunnyvale; and on,

**Tuesday, December 16, 2003 at 7:30 p.m.** by the City Council in Council Chambers, City Hall, 456 West Olive Avenue, Sunnyvale.

**TOXIC SITE INFORMATION:**

(No) listed toxic sites are present at the project location.

Circulated On October 29, 2003

Signed: \_\_\_\_\_

Fred Bell, Principal Planner



PLANNING DIVISION  
CITY OF SUNNYVALE  
P.O. BOX 3707  
SUNNYVALE, CALIFORNIA 94088-3707

File Number: 2003-0508

No. 03-25

### **NEGATIVE DECLARATION**

---

This **Negative Declaration** has been prepared in compliance with the provisions of the California Environmental Quality Act of 1970, as amended, and Resolution #193-86.

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Application for General Plan Amendment, an amendment of a portion of Opportunity Area Three of the Precise Plan for El Camino Real and a Rezone.

#### **PROJECT DESCRIPTION AND LOCATION (APN):**

**2003-0508- Yvonne E. Jacobson** [Applicant/Owner]: Application for related proposals on a 3.71-acre site. The properties are located at **707 South Mathilda Avenue, 711 South Mathilda Avenue and 0 South Mathilda Avenue** in a C-2/PD (Highway Business/Planned Development) Zoning District. (APN's: 201-22-009, 201-22-010, 201-22-012, 201-35-005)

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- **Rezone** from C-2/PD (Highway Business/Planned Development) to C-2/ECR (Highway Business/El Camino Real Precise Plan).

#### **FINDINGS:**

The Director of Community Development of the City of Sunnyvale, California, hereby determines that an environmental impact report is not required. There are sufficient environmental controls incorporated into the Zoning and Subdivision regulations to ensure no significant detrimental effect by any proposed use, in the case of a PD overlay or any application.

The above determination is based upon the initial study conducted in this matter; information provided by the applicant in an "Application for Environmental Finding" that site and architectural control will be exercised over the proposed development by the Planning Commission and City Council. No endangered species are known to depend on this site for habitat.

This **Negative Declaration** may be protested in writing by any person prior to 5:00 p.m. on **Tuesday, November 18, 2003**. Such protest shall be filed in the Department of Community Development, 456 W. Olive Avenue, Sunnyvale and shall include a written statement specifying anticipated environmental effects which may be significant. A protest of a Negative Declaration will be considered by the adopting authority, whose action on the protest may be appealed.

Circulated On October 29, 2003

Signed: \_\_\_\_\_

Fred Bell, Principal Planner

Adopted On \_\_\_\_\_

Verified: \_\_\_\_\_

Fred Bell, Principal Planner

**California Department of Fish and Game  
CERTIFICATE OF FEE EXEMPTION**

**De Minimis Impact Finding**

**PROJECT TITLE/LOCATION (INCLUDE COUNTY):**

The General Plan Amendment, an amendment of a portion of Opportunity Area Three of the Precise Plan for El Camino Real and the Rezone are located on **707 South Mathilda Avenue, 711 South Mathilda Avenue and 0 South Mathilda Avenue**, City of Sunnyvale, County of Santa Clara in a C-2/PD (Highway Business/Planned Development) Zoning District. APN's: 201-22-009, 201-22-010, 201-22-012, 201-35-005)

**PROJECT DESCRIPTION:**

**2003-0508- Yvonne E. Jacobson** [Applicant/Owner]: Application for related proposals on a 3.71-acre site. The properties are located at **707 South Mathilda Avenue, 711 South Mathilda Avenue and 0 South Mathilda Avenue** in a C-2/PD (Highway Business/Planned Development) Zoning District. (APN's: 201-22-009, 201-22-010, 201-22-012, 201-35-005)

- **General Plan Amendment** for a portion of the site from Commercial General Business to Residential;
- **An amendment of a portion of Opportunity Area Three of the Precise Plan for El Camino Real** from office/commercial to residential and commercial;
- **Rezone** from C-2/PD (Highway Business/Planned Development) to C-2/ECR (Highway Business/El Camino Real Precise Plan).

**FINDINGS OF EXEMPTION:**

1. This project is in an urban setting.
2. There is no alteration of land or effect on fish or wildlife.

**CERTIFICATION:**

I hereby certify that the public agency has made the above finding and that the project will not individually or cumulatively have an adverse effect on wildlife resources, as defined in Section 711.2 of the Fish and Game Code.

---

Fred Bell

Title: Principal Planner, Community Development

Lead Agency: City of Sunnyvale

Date: \_\_\_\_\_

ATTACHMENT 3  
Page 1 of 15

JUN 26 2003

**YVONNE E. JACOBSON**

26715 Birch Hill Way  
Los Altos Hills, California 94022  
Tel: 650-941-6366 (day) 650-948-5640 (evening)  
Fax: 650-941-7029 E-mail: [WRYEJacobson@aol.com](mailto:WRYEJacobson@aol.com)

June 25, 2003

The Honorable Julia Miller  
Mayor, City of Sunnyvale  
456 West Olive Avenue  
Sunnyvale, CA 94088-3707

Re: Request for Consideration of General Plan Amendment

Dear Mayor Miller:

The purpose of this letter is to request that the City Council undertake consideration of an amendment to the City's General Plan to enable the property located at the southwest corner of the intersection of El Camino Real and Mathilda Avenue to be comprehensively redeveloped into a high quality, mixed-used development which meets a number of General Plan Goals and Policies. We respectfully request that the Council include in its consideration of a General Plan Amendment the attached conceptual redevelopment plan for the property, which provides for approximately 40 percent of the site to be devoted to commercial retail use and approximately 60 percent of the site to be used for medium density residential development. We have entered into an agreement with Classic Communities, Inc. (CCI) of Palo Alto to jointly redevelop the entire property, approximately 3.6 acres, which is currently in use as a gas station, a house and an orchard.

The primary objective of the proposed conceptual plan is to redevelop this underutilized property into a high quality development that will further define this important intersection as a destination location and will serve as a gateway to Downtown Sunnyvale. The commercial component of the concept plan brings larger scale buildings and more intense retail activity to the El Camino Real/Mathilda Avenue corner. The plan also includes a residential element which balances the high density housing located immediately to the east of the site with the lower density residential uses located immediately to the south and west of the property, and addresses the community-wide need for more housing. In addition, the redevelopment concept plan also has a number of smart growth features: the development of a mixed-use project in close proximity to transit corridors; the traffic mitigation benefits produced by adjacency of residential uses to commercial uses; and the commercial revitalization benefits produced by the intensification of residential uses in close proximity to commercial activity.

0508

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City of Sunnyvale  
June 25, 2003  
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The need to redevelop the property with a new set of uses is clear and compelling. Today, the underutilization of the site creates a void at a significant intersection; as a result, an opportunity to define the corner, to create a gateway and to integrate the site into the fabric of neighboring land uses is lost. At the same time, redevelopment of the property must be mindful of its dual role as a more urban site located at the edge of the downtown area and a more suburban site located in at the edge of a major park and the single-family neighborhoods extending to the south and west. The proposed concept plans responds effectively to this challenge.

Redevelopment of the El Camino Real/Mathilda Avenue property in the manner presented in the attached conceptual plans is designed to achieve the following objectives:

1. To provide for a comprehensive, mixed-use approach to the site;
2. To intensify commercial retail use of the property at the intersection of El Camino Real and Mathilda Avenue, to complement the retail uses at the Cherry Orchard on the east side of Mathilda, and to provide more neighborhood serving types of retail use;
3. To introduce medium density residential use to the property in the form of owner-occupied semi-detached homes (i.e., town homes) that are in very short supply in the City;
4. To incorporate features in the design, primarily of the commercial component (and, to a lesser extent, the residential element) that will define the intersection as a gateway to the downtown area; and
5. To develop a high quality, commercially viable project that will remain vital and active in the long term.

The redevelopment concept plan for the property is also consistent with the following General Plan Goals, Policies and Action Statements:

**Land Use and Transportation Element:**

- |                         |   |
|-------------------------|---|
| Policy R1.3             | Promote integrated and coordinated local land use and transportation planning.                        |
| Policy R1.7             | Contribute to efforts to minimize region-wide average trip length, and single-occupant vehicle trips. |
| Action Statement R1.7.1 | Locate higher intensity land uses and developments so that they have easy access to transit services. |

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 June 25, 2003  
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- Action Statement R1.7.2 Support regional efforts which promote higher densities near major transit and travel facilities, without increasing the overall density of land usage.
- Policy R1.10 Support land use planning that complements the regional transportation system.
- Action Statement R1.10.3 Encourage mixed uses near transit centers.
- Goal C1 Preserve and enhance an attractive community, with a positive image and a sense of place, that consists of distinctive neighborhoods, pockets of interest and human-scale development.
- Policy C1.2 Encourage nodes of interest and activity, such as parks, public open spaces, well planned development, mixed use projects and other desirable uses, locations and physical attractions.
- Goals C2 Ensure ownership and rental housing options in terms of style, size, and density that are appropriate and contribute positively to the surrounding area.
- Policy C2.2 Encourage the development of ownership housing to maintain a majority of housing in the city for ownership choice.
- Policy C2.4 Determine appropriate density for housing based on site planning opportunities and proximity to services.
- Action Statement C2.4.1 Locate higher density housing with easy access to transportation corridors, rail transit stations, bus transit corridor stops, commercial services and jobs.
- Action Statement C2.4.1 Locate lower density housing in proximity to existing lower density housing.
- Action Statement C4.1.3 Promote commercial uses that respond to the current and future retail service needs of the community.
- Policy N1.2 Require new development to be compatible with the neighborhood, adjacent land uses, and the transportation system.
- Action Statement N1.2.1 Integrate new development and redevelopment into existing neighborhoods
- Policy N1.4 Preserve and enhance the high quality character of residential neighborhoods.
- Action Statement N1.4.1 Require infill development to complement the character of the residential neighborhood.
- Action Statement N1.4.2 Site higher density residential development in areas to provide transitions between dissimilar neighborhoods and where impacts on adjacent land uses and the transportation system are minimal.
- Policy N1.5 Support a roadway system that protects internal residential areas from City-wide and regional traffic.



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 City of Sunnyvale  
 June 25, 2003  
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**Housing and Community Revitalization Sub Element:**

- Goal A Foster the expansion of the housing supply to provide greater opportunities for current and future residents given environmental, social, fiscal, and land use constraints.
- Policy A.1 Continue to improve, if feasible, the existing jobs to housing ratio.
- Action Statement A. a. The City will review its General Plan to facilitate the creation of additional housing units and in doing such review, address the need to balance single-family versus apartment and townhouse development.
- Action Statement A.1.g The City should continue efforts to balance the need for additional housing with other community values, such as: preserving the character of established neighborhoods, high quality design, and promoting a sense of identity in each neighborhood
- Policy A.3. Continue to permit and encourage a residential mix with jobs producing land use, as long as there is neighborhood compatibility and no environmental constraints.
- Action Statement A.3.a. The City should study way to encourage mixed uses.
- Policy A.4. Encourage innovative types of housing in existing residential zoning districts.
- Action Statement A.4.d. The City should evaluate residential development proposals in view of the needs of families requiring three or more bedrooms.

Classic Communities, Inc. (CCI) has outstanding experience and capability in the development of mixed-use projects of this type, including owner occupied housing. CCI recently completed the redevelopment of an older retail center in the City of Saratoga; will soon complete the redevelopment of a former retail property in the Rose Garden District of San Jose; and has just begin construction on the redevelopment of the former Mary Manor Shopping Center located at Mary and Washington Avenues in Sunnyvale. In addition, CCI has developed a series of high quality residential communities in Sunnyvale over the last 10 years. CCI's developments in Sunnyvale have been well received by the neighborhoods in which they are located and by the new home marketplace.

We are confident that the attached plans are well conceived and well designed to meet City and neighborhood objectives for redevelopment of the property. We look forward to your review and consideration of this General Plan Amendment request, which provides for about 1.4 acres of commercial and about 2.27 acres of residential development.



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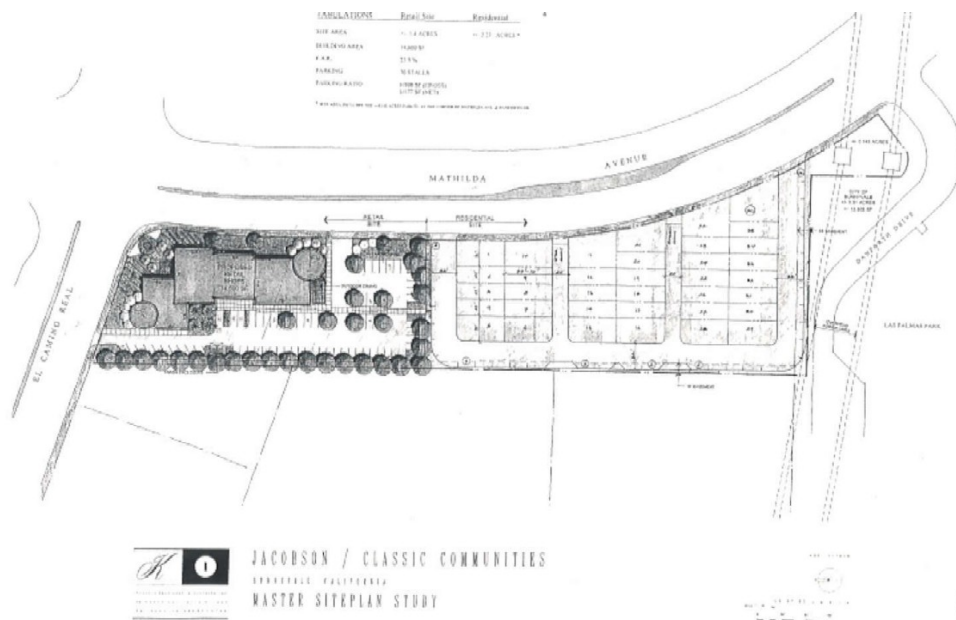
The Hon. Julia Miller  
City of Sunnyvale  
June 25, 2003  
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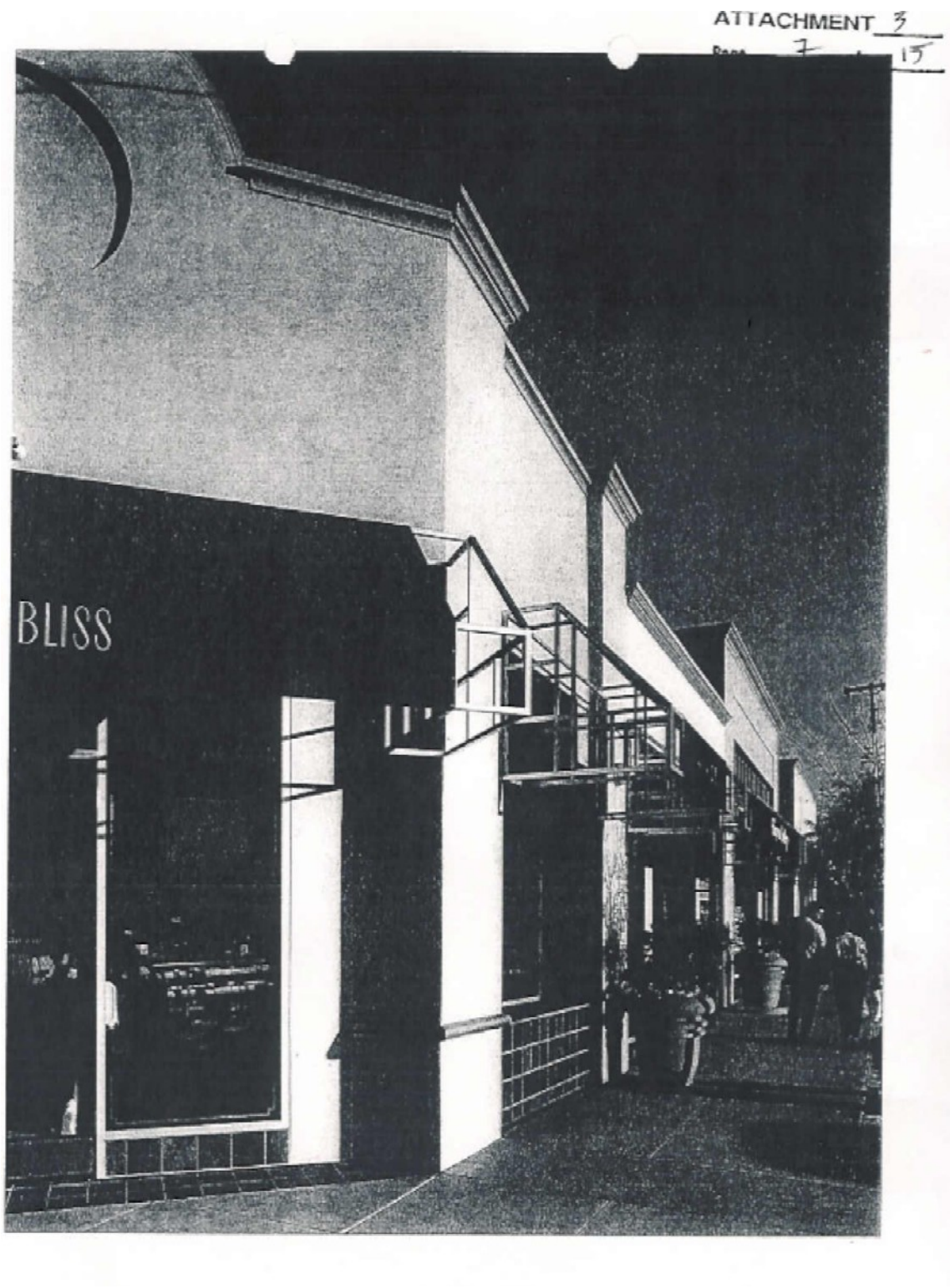
Both CCI and the Jacobson family would be happy to furnish the Council and Staff with additional information to demonstrate the need for the requested General Plan Amendment and the merit of the redevelopment concept plan. If you have any questions or would like additional information regarding this request, please contact Scott Ward of CCI at 650+496-4496 or William Jacobson of CALAF Holdings at 650+941-6366. Thank you for your consideration.

Sincerely,



Yvonne Jacobson  
Owner and Trustee

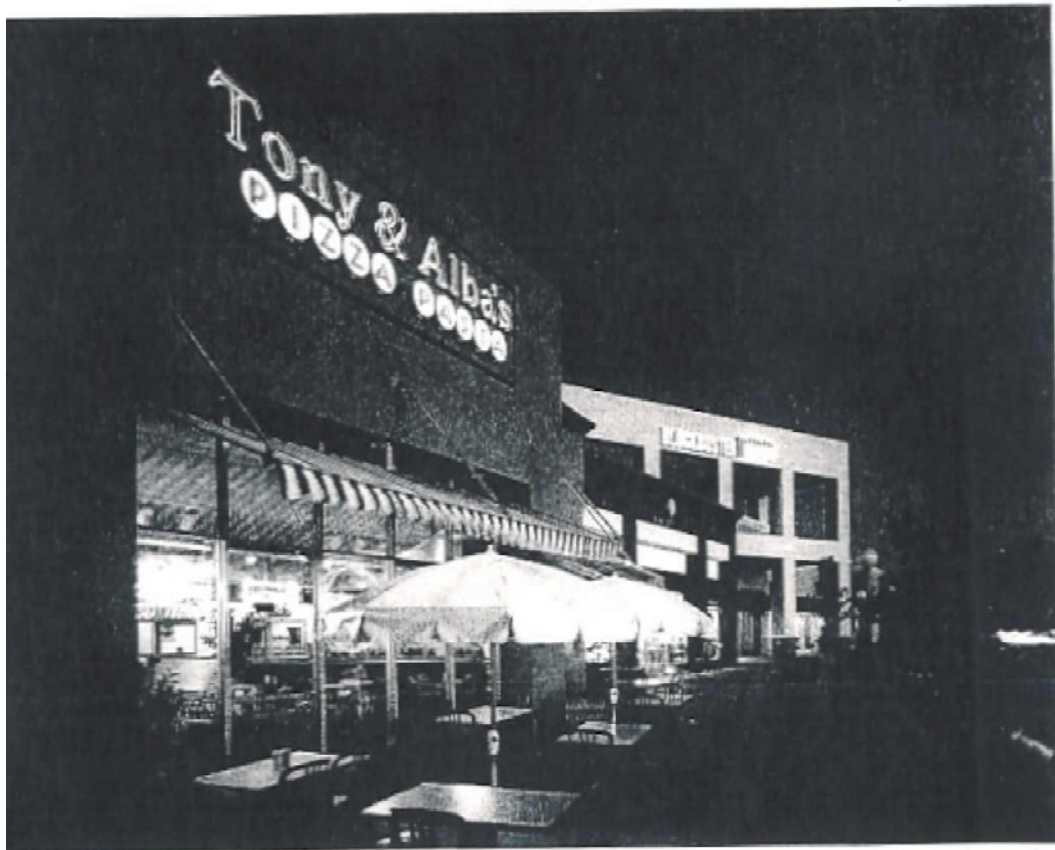




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ATTACHMENT 3  
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NOTES:  
1. ALL DIMENSIONS ARE IN FEET AND INCHES.  
2. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.  
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CONCEPTUAL STREETSCAPE

CLASSIC COMMUNITIES



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ALL UNIT CLASSIFICATION  
REPRESENTED BY ARCHITECTURAL ELEVATION

DATE OF CONSTRUCTION  
2003-05-08

NOTE:  
THIS UNIT WILL BE INSTALLED IN THE CENTER OF  
AN ATTACHED TOWNHOUSE DEVELOPMENT  
PROVIDING THE UNIT DEVELOPMENT IS APPROVED  
BY THE BOARD OF DIRECTORS OF THE CITY OF

CONCEPTUAL STREETSCAPE

CLASSIC COMMUNITIES



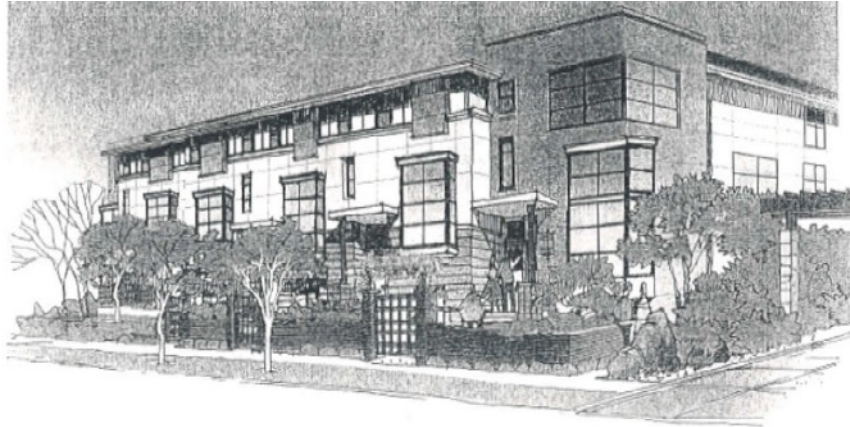
ATTACHMENT 3  
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STP  
KNOXVILLE  
TENN  
REPLACEMENT  
CONCRETE

GLASSER  
COMMUNITIES INC  
CONCEPTUAL DESIGN  
APRIL 18 2007

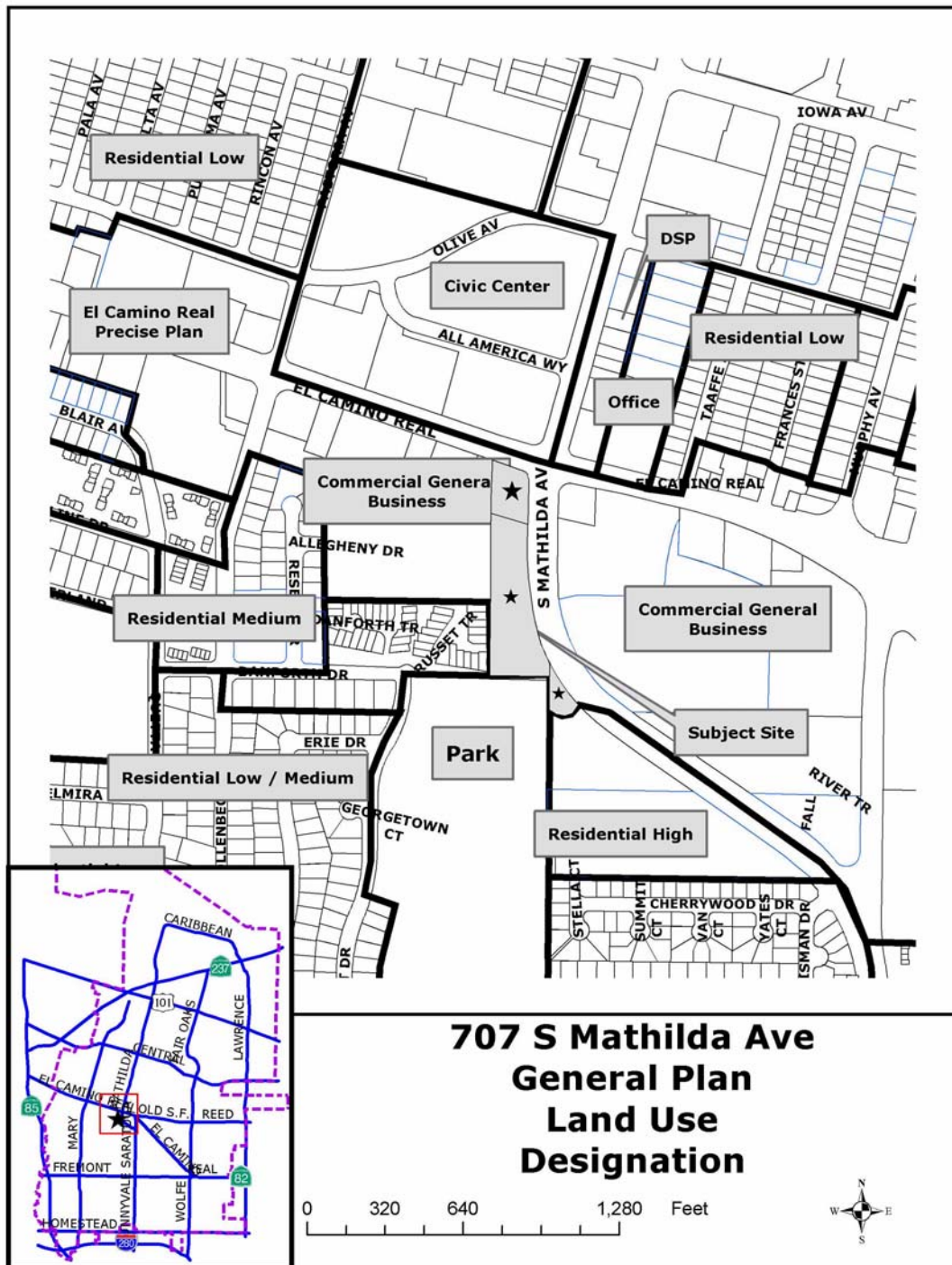
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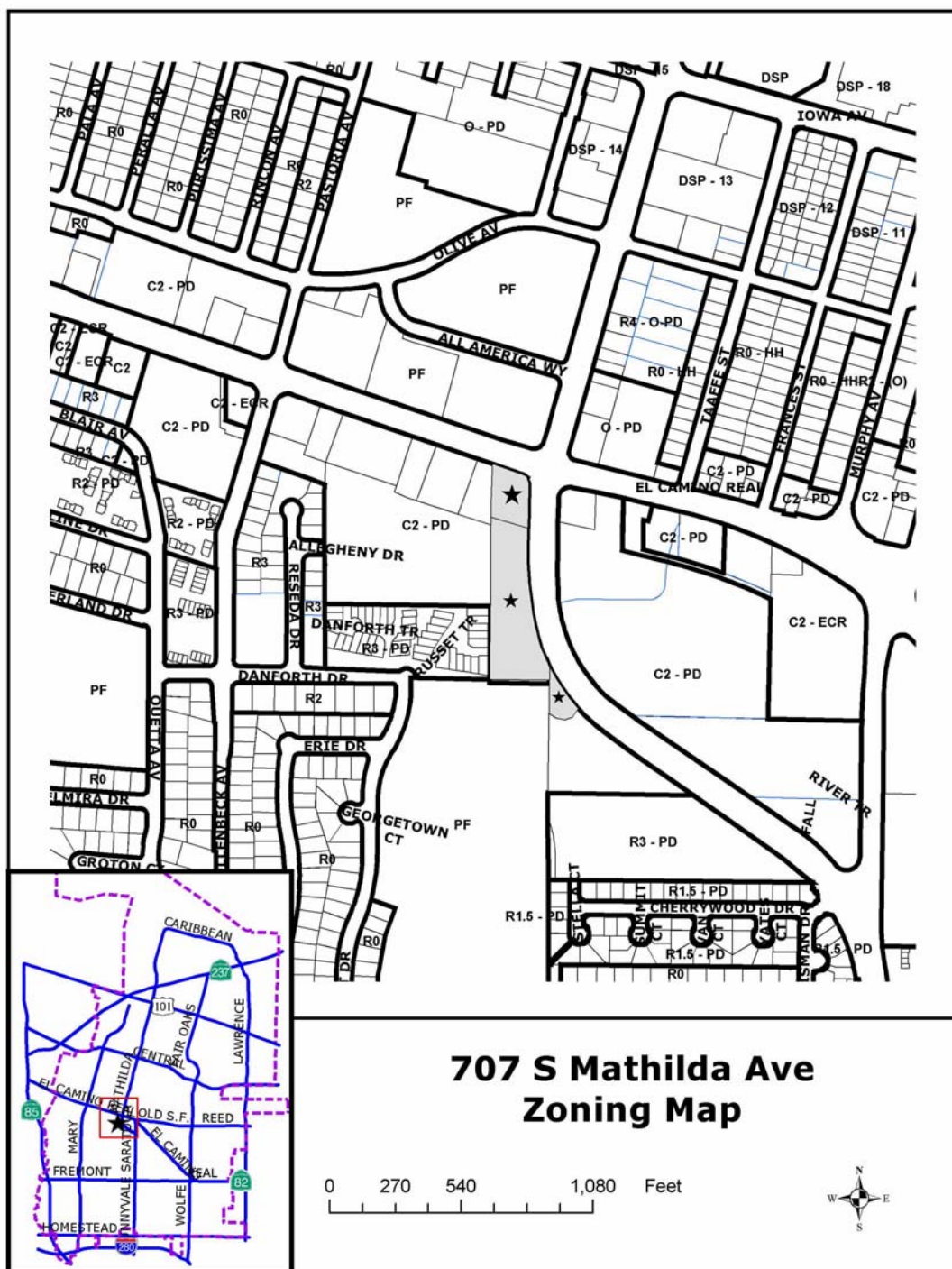


W.T. CO.  
ARCHITECTURE  
DESIGN

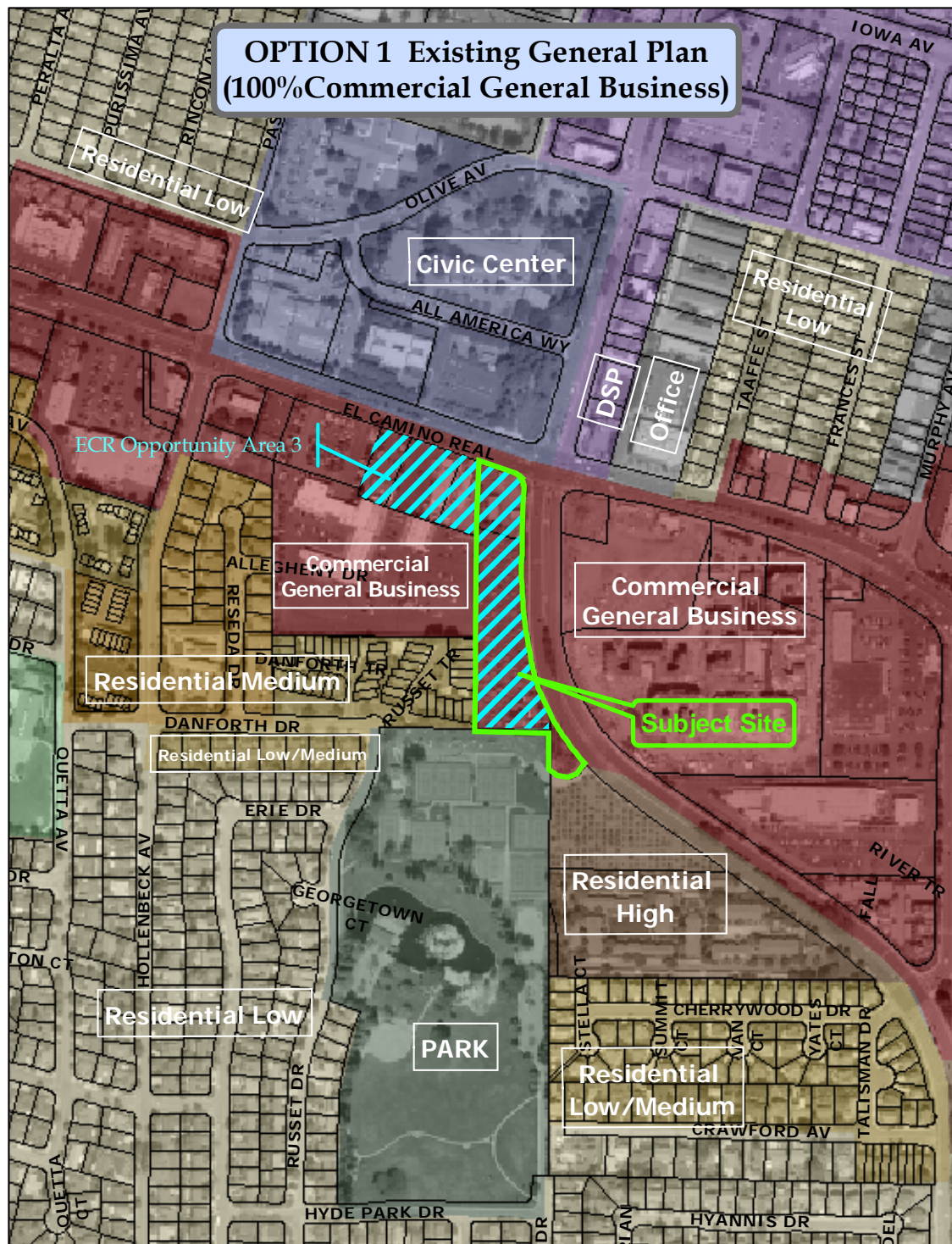
CLASSIC  
COMMUNITIES, INC.  
CONCEPTUAL DESIGN

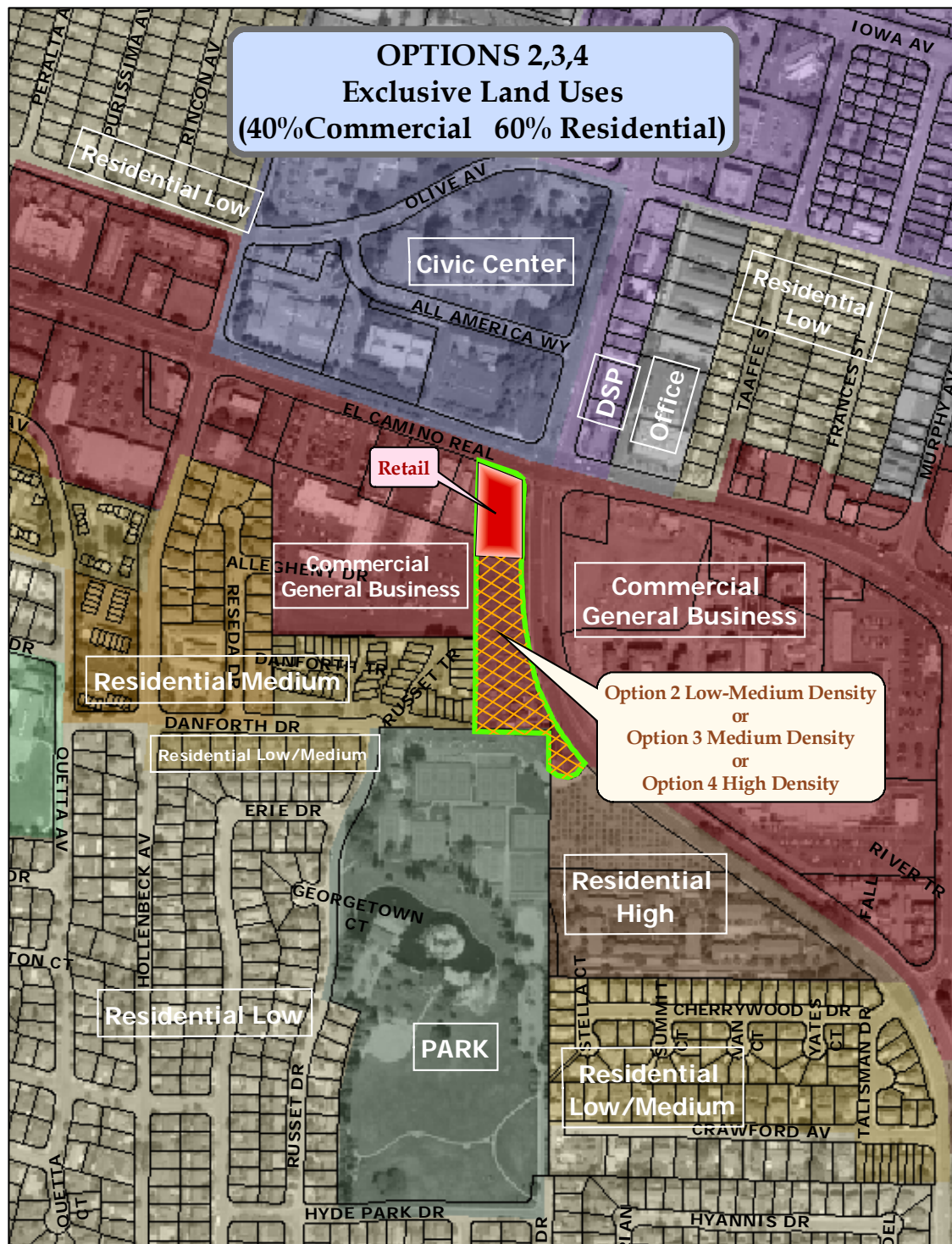
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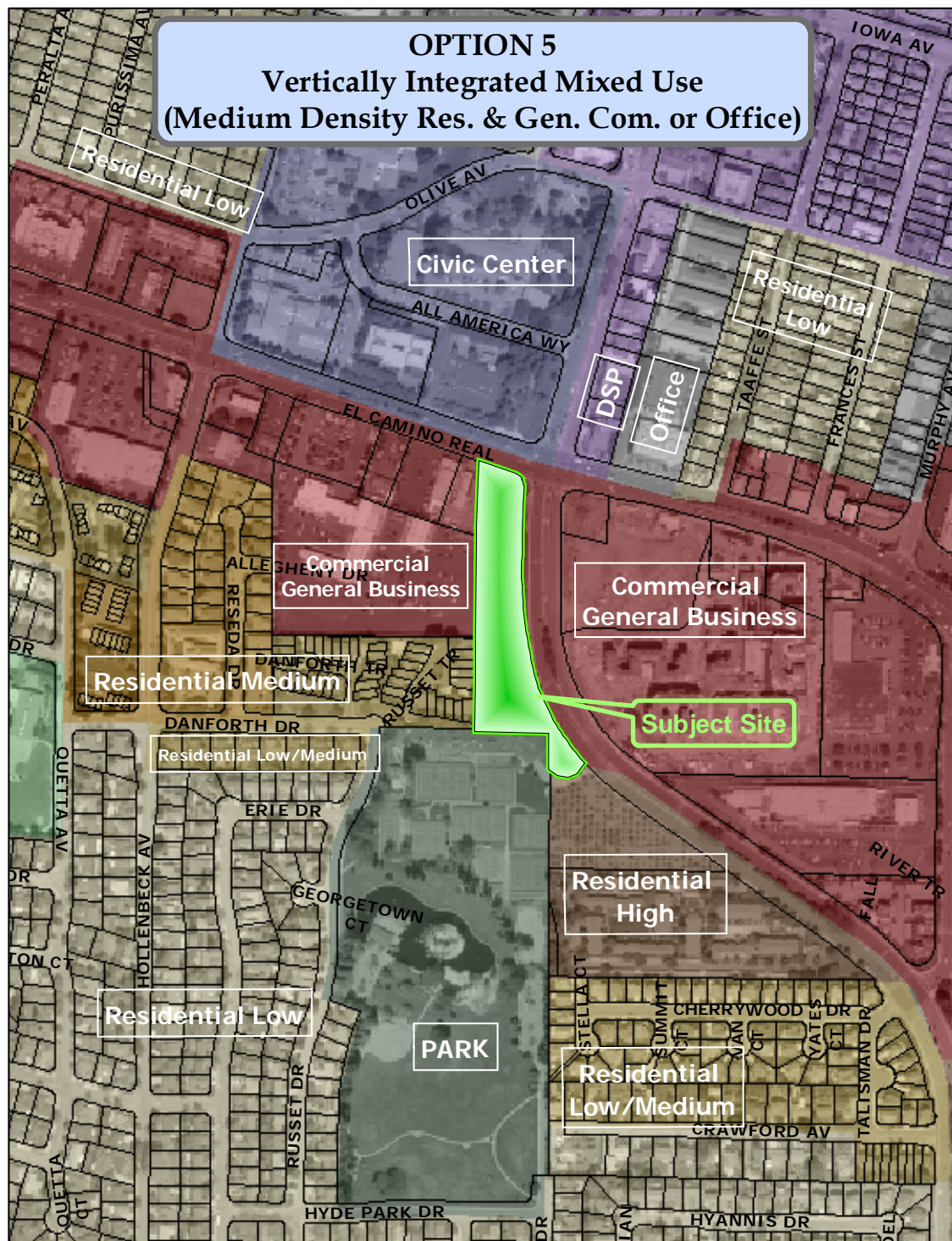






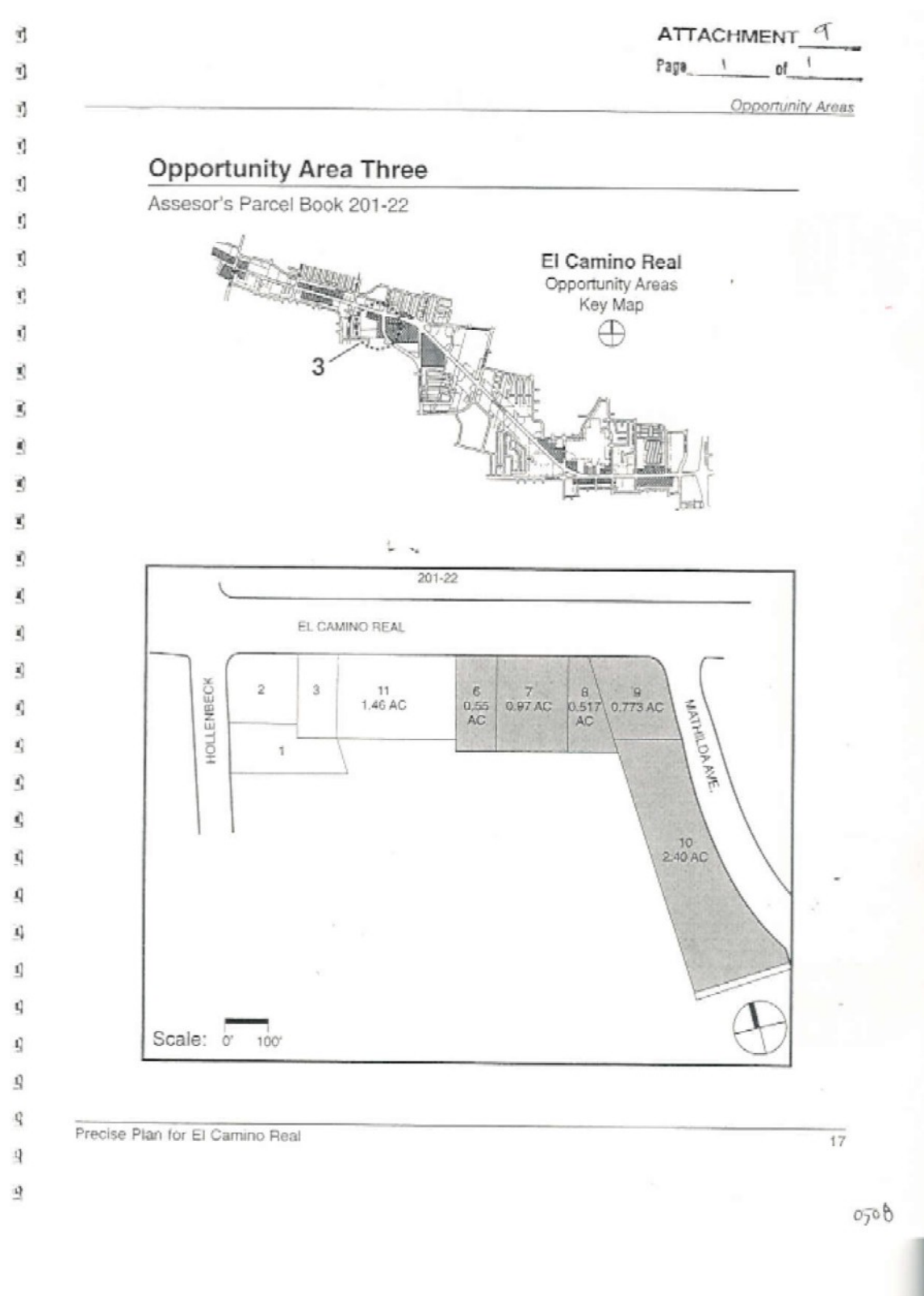








Report 2003-0508 Attachment 9



	<b><i>1993 Adopted Precise Plan</i></b>
	<b><i>OPPORTUNITY AREA THREE</i></b>
Location	The southwest corner of the intersection of Mathilda and El Camino.
Zoning	C-2/ECR
Primary Uses	Class A office, with mixed commercial and retail uses, Medical Center and Education facilities including museums.
Other Allowed Uses	Uses consistent with the C-2 zoning district in the Sunnyvale Municipal Code.
Minimum Parcel Size	Two acres/200 foot frontage
Incentives	Increased FAR's: 50% FAR for a minimum two acre development; 60% FAR for a minimum for acre development; 70% FAR for development of the entire Area 3, and up to 80% FAR for inclusion of additional properties.
Comments/Discussion	Area Three, along with Area Four, is one of the most accessible and visible locations in the City and should be characterized by high intensity uses. Mathilda Avenue is a major commute corridor and provides access to Sunnyvale from two major highways—U.S. Route 101 and Interstate Highway 280. The intersection of Mathilda Avenue and El Camino Real also serves as an entry into the downtown City center. The office building located across El Camino Real at the northeast corner of El Camino Real and Mathilda Avenue from this Opportunity Area is a Class A office building. It is the first of such buildings in Sunnyvale. Additional Class A office uses will enhance the existing uses in the area and will provide a connection to the Downtown area.

Opportunity Areas

---

***Opportunity Area Three A-  
Jacobson Property***

Location	The southwest corner of the intersection of Mathilda and El Camino.
Zoning	C-2/ECR
Primary Uses	A minimum of 40% commercial/retail/office; up to 60% residential.
Other Allowed Uses	Class A office, Restaurants, Retail, Commercial Services
Minimum Development Size	Based on Special Development Permit
Incentives	<ul style="list-style-type: none"> <li>• Increased FAR's: 60% FAR for minimum five-acre Class A office development.</li> <li>• Decreased Useable Open Space (Landscaping):  <i>10% less than the required minimum for R-3 vertically mixed use development. (ground floor retail office, residential above)</i> </li> </ul>
Comments Discussion	and Area 3a is important to the City's visual image and is a gateway to the downtown. Both residential and broad commercial offices uses can occur under the General Plan designation "General Business" The following urban design criteria should be met under any land use scenario.

**Site Planning/Landscaping**

---

- Buildings to have a strong street presence.
- Residential usable open space sheltered from the street frontage.
- Prevent walled-off street presence
- Underground parking is encouraged.

Opportunity Areas

---

- Decreased Front Yard Setback: 20-foot front yard setback all development.

**Architecture**

- Enhanced architecture with very high quality building materials
- Well designed commercial architecture and building forms avoiding “strip-commercial” appearance
- Visually integrate architecture and site design with adjacent Cherry Orchard development site to the east.

**Mathilda/El Camino Corner**

- Significant feature at corner: high quality architectural design and materials, or landscaped element
- Art in Private Development

**Circulation**

- *Limit vehicle ingress/egress with integrated internal and external circulation.*

**Residential Development Standards**

- Per R-3 Zoning
- Minimum density 20 du/acre



## Summary of Relevant Sub-Element Policies, Goals and Action Statements

### OPTION 1:

#### COMMERCIAL GENERAL BUSINESS LAND USE DESIGNATION

The following Goals and Action Statements, extracted from the Land Use and Transportation Element unless otherwise noted, are supported by a commercial designation:

General Plan Sub-Element	Comments
<b>LAND USE AND TRANSPORTATION ELEMENT</b>	
<b>Strong Economy</b> <b>Goal C4</b> <i>Sustain a strong local economy that contributes fiscal support for desired city services and provides a mix of jobs and commercial opportunities.</i>	General Business would not conflict with this policy as office and commercial uses on the site would sustain a strong local economy and support a mix of jobs.
<b>The Neighborhoods</b> <b>Policy N1.1</b> <i>Protect the integrity of the City's neighborhoods; whether residential, industrial or commercial.</i>	General Business would be compatible with the commercial and office land use pattern existing in the area and along the El Camino Real corridor and allow development within the capacity of local infrastructure.
<b>The Neighborhoods</b> <b>Action Statement N1.1.3</b> <i>Use density to transition between land use, and to buffer between sensitive uses and less compatible uses.</i>	T General Business for this site would be compatible with this policy as a combination of land uses and roadway systems surround the site on a narrow lot. Medium to high density residential could provide a transition and buffer between sensitive uses such as residential to the southwest.
<b>Commercial/Office</b> <b>Policy N1.11</b> <i>Recognize El Camino Real as a primary retail corridor with a mix of uses.</i>	General Business supports this policy as the designation allows a mix of uses including retail, residential and office.
<b>Commercial/Office</b> <b>Action Statement N1.1.1</b> <i>Use the Precise Plan for El Camino Real to protect legitimate business interests, while providing sufficient buffer and protection for adjacent and nearby residential uses.</i>	General Business supports this action statement and the Precise Plan for El Camino Real as the designation allows for development both commercial, office and residential. Allowing for mixed use to act as a buffer and protection to the adjacent residential uses.

**OPTION 2: RESIDENTIAL LOW MEDIUM (R-2)****OPTION 3: RESIDENTIAL MEDIUM (R-3)****OPTION 4: RESIDENTIAL HIGH (R-4)****LAND USE DESIGNATION**

The following Goals and Action Statements, extracted from the Land Use and Transportation, Housing and Community Revitalization and Noise Sub-Elements unless otherwise noted, are supported by a commercial designation:

<b>General Plan Sub-Element</b>	<b>Comments</b>
<b>LAND USE AND TRANSPORTATION ELEMENT</b>	
<b>Community Character</b> <b>Action Statement C1.1.3</b> <i>Require appropriate buffers, edges and transition areas between dissimilar neighborhoods and land uses.</i>	Residential Low Medium would create inappropriate edges and transition areas between adjacent neighborhoods and land uses for the proposed site. A Low-Medium designation would introduce low density on a site, which is very narrow in shape and depth and located along a major roadway. Following General Plan Action statements suggest locating higher density housing along transportation corridors and along El Camino Real.
<b>Appropriate Housing</b> <b>Action Statement C2.4.1</b> <i>Locate higher density housing with easy access to transportation corridors, rail transit stations, bus transit corridor stops, commercial services, and jobs.</i>	Residential Medium or High would support this General Plan Action Statement by providing higher density for this major transportation corridor.
<b>The Neighborhoods</b> <b>Action Statement N1.1.3</b> <i>Use density to transition between land use, and to buffer between sensitive uses and less compatible uses.</i> <b>Residential Action Statement N1.4.2</b> <i>Site higher density residential development in areas to provide transitions between dissimilar neighborhoods and where impacts on adjacent land uses and the transportation system are minimal.</i>	Residential Medium or High would support both of the General Plan Action Statements above by using density to transition between El Camino Real and Mathilda Avenue to Residential Low land use and commercial uses located behind the project site.
<b>Appropriate Housing</b> <b>Policy C2.4</b> <i>Determine appropriate density for housing based on site planning</i>	This site is not located in or adjacent to an existing single family neighborhood or low density residential. It is located at the corner of El Camino Real and Mathilda and single family land use is not appropriate at this

<p><i>opportunities and proximity to services.</i></p> <p><b>Appropriate Housing</b></p> <p><b>Action Statement C2.3.2</b></p> <p><i>Promote and preserve single-family detached housing where appropriate and in existing single-family neighborhoods.</i></p>	<p>constrained and exposed site. Residential Medium or High would be more compatible density with the site constraints and opportunities and surrounding land uses.</p>
<p><b>The Neighborhoods</b></p> <p><b>Action Statement N1.1.4</b></p> <p><i>Anticipate and avoid whenever practical the incompatibility that can arise between dissimilar uses.</i></p> <p><b>Residential</b></p> <p><b>Policy N1.4</b></p> <p><i>Preserve and enhance the high quality character of residential neighborhoods.</i></p>	<p>Low-density residential or detached dwelling units would not be compatible at this site. The properties are constrained by the site configurations and site location as described above. The site would not allow for adequate setback required for low density or detached development. Residential Medium or High would be more compatible density with the site constraints and opportunities and surrounding land uses.</p>
<p><b>The Neighborhoods</b></p> <p><b>Policy N1.</b></p> <p><i>Require new development to be compatible with the neighborhood, adjacent land uses, and the transportation system</i></p>	<p>Pure residential use located on the narrow, constrained project site and located on such a busy roadway does is not compatible to the surrounding uses. Mixed use including residential provides better use of this unique site and location.</p>
<p><b>HOUSING AND COMMUNITY REVITALIZATION SUB-ELEMENT</b></p>	
<p><b>Policy A.3:</b> <i>Continue to allow housing in commercial zoning districts.</i></p>	<p>It is not necessary to change the General Plan Designation to a residential designation, as the existing General Plan allows for residential within commercial zones.</p>
<p><b>Policy B.3:</b> <i>Continue to permit and encourage a mix of residential and job-producing land uses, as long as there is neighborhood compatibility and no unavoidable environmental impacts.</i></p>	<p>Modifying the General Plan Designation for half of the site to only residential does not support this policy. A mix of land use is encouraged similar to the existing General Business designation.</p>
<p><b>NOISE SUB-ELEMENT</b></p>	
<p><b>Goal 3.6A</b></p> <p><i>Maintain or achieve a compatible noise environment for all land uses in the community (land use compatibility).</i></p>	<p>Future development must mitigate significant noise impacts to any project including indoor noise for residential. Outdoor space at this site experiences high levels of noise from adjacent roadways. Low-density residential or low medium is not appropriate at this site due to surrounding noise impacts.</p>



**OPTION 5: 100% EXISTING GENERAL PLAN DESIGNATION  
COMMERCIAL GENERAL BUSINESS**

**100% VERTICALLY INTEGRATED MIXED USE  
COMMERCIAL/OFFICE ON GROUND FLOOR  
WITH RESIDENTIAL ABOVE**

**LAND USE DESIGNATION**

The following Goals and Action Statements, extracted from the Land Use and Transportation, Housing and Community Revitalization and Noise Sub-Elements unless otherwise noted, are supported by a commercial designation:

<b>General Plan Sub-Element</b>	<b>Comments</b>
<b>LAND USE AND TRANSPORTATION ELEMENT</b>	
<b>Appropriate Housing Action Statement C2.4.1</b> <i>Locate higher density housing with easy access to transportation corridors, rail transit stations, bus transit corridor stops, commercial services, and jobs.</i>	General Business with a primary land use of vertically integrated mixed use would provide higher density at a major transportation corridor while efficiently utilizing a constrained site by sharing landscaping, parking, circulation and building footprint.
<b>Strong Economy Policies C4.3</b> <i>Consider the needs of business as well as residents when making land use and transportation decisions.</i>	General Business with a primary land use of vertically integrated mixed use satisfies both business needs whether office or commercial and provides medium density (R3) residential units on a site located at the center of the city along a transportation corridor.
<b>Residential Action Statement N1.4.2</b> <i>Site higher density residential development in areas to provide transitions between dissimilar neighborhoods and where impacts on adjacent land uses and the transportation system are minimal.</i>	General Business with a primary land use of vertically integrated mixed use provides one story of office and/or retail with medium density residential units on the second and third floors providing a physical transition between adjacent land uses which include Mathilda Avenue, a car dealership and R-2 townhomes.
<b>Commercial/Office Action Statement N1.11.1</b> <i>Use the Precise Plan for El Camino Real to protect legitimate business interests, while providing sufficient buffer and protection for adjacent and nearby residential uses.</i>	General Business, vertically integrated mixed use provides commercial and office along El Camino Real while creating a buffer between adjacent uses including low and medium low density residential.

<b>Commercial/Office</b> <b>Action Statement N1.11.2</b> <i>Minimize linear “strip development” in favor of commercial development patterns that reduce single purpose vehicle trips.</i>	The site should be developed as one site with integrated mixed use so single purpose vehicle trips will be reduced and the site can share integrated required features. If this site is developed without including adjacent sites it will be critical that the architecture and site plan not be developed as a strip center or a one trip commercial site.
<b>HOUSING AND COMMUNITY REVITALIZATION SUB-ELEMENT</b>	
<b>Policy A.3:</b> <i>Continue to allow housing in commercial zoning districts.</i>	General Business with integrated mixed use would provide housing within a commercial district directly supporting this policy.
<b>Policy B.3:</b> <i>Continue to permit and encourage a mix of residential and job-producing land uses, as long as there is neighborhood compatibility and no unavoidable environmental impacts.</i>	General Business with integrated mixed use would provide the mix of residential and job producing land uses within the Precise Plan of El Camino Real.